

To: Mayor and Council
City of Dunwoody

From: J. Jay Vinicki
Assistant City Manager

Through: Eric Linton
City Manager

Date: 12 July 2021

Subject: Not for Profit Grant Amendment and Budget Revision; and Authorization for Additional Expenses under City Services

Mayor and Council originally appropriated \$50,000 to the Community Assistance Center for community uses and then revised it to \$75,000 after the full amount was spent. As that agency has expended that new total amount, staff recommends another \$10,000 be appropriated totaling \$85,000.

The Community Assistance Center has identified a need for worktables and shelving space for future use for some of this funding. Staff recommends pulling the \$10,000 from the \$950,803 contingency as a funding source.

As of this writing \$446,572 of the \$525,000 for all eight agencies combined has been spent.

Staff is also requesting funding under City Supplies and Services be authorized for the following projected to have \$230,804 remaining:

Return to the Office Marketing Campaign - \$18,000

To promote and support restaurants and shops in the Dunwoody Perimeter Market, Dunwoody's Economic Development and Communications Departments are partnering on a Return to the Office campaign. It will take place during the month of September, when many companies in Perimeter office buildings are reopening for employees. This return will be a boost for small businesses in the area, which have struggled through the pandemic. The campaign will include catchy phrases welcoming workers back and encouraging them to eat, shop and spend local. We'll include these phrases on pole banners and on signs in office building lobbies and shopping areas.

ARC Grant Matching Funds - \$30,000

The City of Dunwoody jointly applied with the Perimeter CIDs for a Community Development Assistance Program (CDAP) Grant from the Atlanta Regional Commission to assist the Economic Development and Community Development Departments in creating a Blueprint for future economic growth in the Perimeter Dunwoody Market. This assistance will include technical analysis of Existing Conditions in the market and a Strategic Stakeholder Conversation that will develop a vision for growth over the coming decades. ARC's Community Development Assistance Program (CDAP) provides planning assistance to local governments, CIDs, and non-profits across the 10-county metropolitan region to undertake local planning activities that advance the goals of the Atlanta Region's Plan.

The original grant was designed as planning assistance from ARC staff only; however, once ARC reviewed the scope of the Application they determined that a larger Grant would allow the City to bring in outside consultants to assist with the Visioning process. The Grant is \$120,000 from ARC and \$30,000 from the City of Dunwoody. The Dunwoody Development Authority and the Perimeter Community Improvement Districts have each offered \$7,500 to support the Grant as well.

Recommendation

To amend the Community Assistance Center contract to a new limit of \$85,000 and have the Mayor execute all documents necessary and proper for them; amend the CARES II budget by moving \$10,000 from contingency to not-for-profit uses.; authorize the use of City Services and Supplies for an ARC grant and Return to Office Marketing Campaign.